



東方明珠創業有限公司*
Pearl Oriental Innovation Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 632)

NOTIFICATION OF BOARD MEETING

The board of directors (the “Board”) of Pearl Oriental Innovation Limited (the “Company”) announces that a meeting of the Board will be held on 27 August 2010 at 4:00 p.m. to approve, among other matters, the interim results of the Company and its subsidiaries and to determine the interim dividend (if any) for the period ended 30 June 2010.

By Order of the Board
Pearl Oriental Innovation Limited
Cheung Kwok Yu
Executive Director and Company Secretary

Hong Kong, 17 August 2010

As at the date hereof, the Board comprises six executive Directors, namely Mr. Wong Yuk Kwan (alias: Wong Kwan), Dr. Lew Mon Hung, Mr. Cheung Kwok Yu, Mr. Zhou Li Yang, Mr. Zheng Yingsheng and Mr. Johnny Yuen; and three independent non-executive Directors, namely Mr. Yu Jianmeng, Mr. Fung Hing Chiu, Cyril, and Mr. Lam Ka Wai, Graham.

* *For identification purposes only*